

Outdoor Advertising International Scanning Tour - 2010

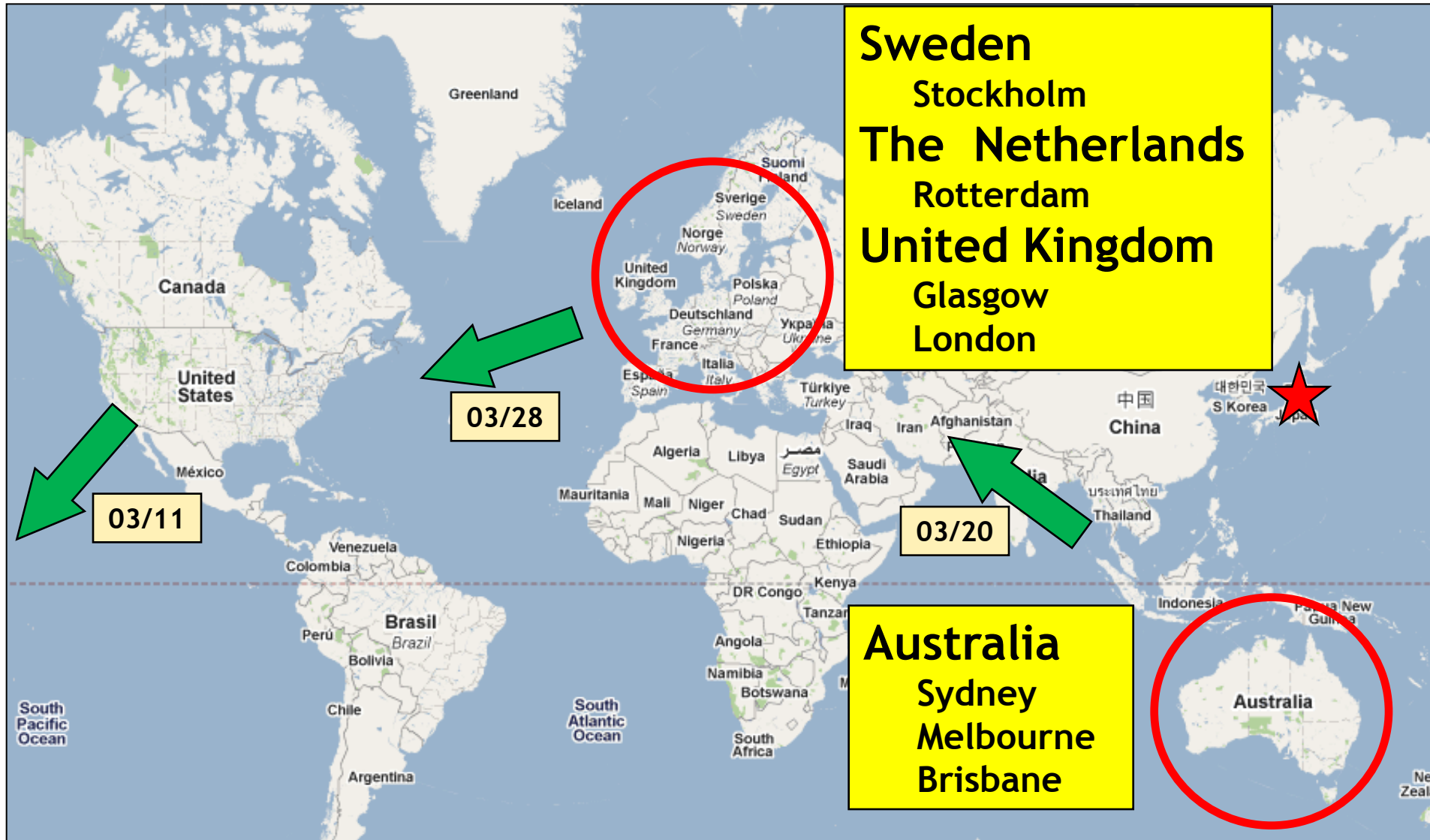
Australia, Denmark, Finland,
Japan, Sweden, The Netherlands,
United Kingdom

March 11-28, 2010

Scan Purpose

- Compare how the U.S. and other countries regulate and enforce outdoor advertising within and adjacent to the roadway right-of-way
- Learn how to balance competing interests, including public involvement
- Discuss factors used to develop policy, safety and environmental concerns; revenue generation

Countries/Cities Visited



Team Members

- American Association of State Highway and Transportation Officials (AASHTO)
 - Matt DeLong, Michigan DOT (Co-Chair)
 - Laurie Hanig , Maryland DOT
 - Barbara Wessinger, South Carolina DOT
 - Lyle McMillan, Utah DOT
- Federal Highway Administration (FHWA)
 - Mary Jane Daluge, Headquarters FHWA (Co-Chair)
 - Hari Kalla, Headquarters FHWA
 - Sue Klekar, Nevada Division Administrator

Team Members

- Other Public Sector

- Jeffrey Soule, American Planning Association

- Private Sector

- Ken Klein, Outdoor Advertising Association of America
- Mary Tracy, Scenic America

- Academia

- Charlie Klauer, Virginia Tech Transportation Institute
- Cesar Quiroga, Texas Transportation Institute
(Report Facilitator)

Scope

- Laws, Policies, Enforcement
- Program Management
- Community and Citizen Involvement, Stakeholder participation
- Environmental Impacts, Economic Benefits, Revenue Generation
- Safety

Observations

Control Routes in the U.S.

- Federal law regulates OA
- Control: 304,000 miles
 - 163,000 miles: National Highway System (NHS)
 - 43,000 miles: Interstate System routes
 - 120,000 miles: Major routes
 - 141,000 miles: Other routes
(Federal-Aid Primary as of June 1, 1991, not on NHS)

Control Routes in Other Countries

- Fewer control routes
- High-level and national routes
 - Australia: 78K miles
 - Sweden: 61K miles
 - Finland: 49K miles
 - Netherlands: 2K miles
 - Denmark: 2K miles
 - England: 4K miles
 - Scotland: 2K miles

Permits

United States

- Permits automatically renewed indefinitely with no further review upon payment of nominal fee

Other Countries

- Finite permit terms (e.g., 15 years)
- New laws not applied to existing legally permitted signs (no non-conforming signs to monitor)
- New or amended laws apply when permit is renewed

Regulating Outdoor Advertising

United States - Federal Law

- Highway Beautification Act (HBA)-ZONING
- State laws and regulations implement HBA
- Federal/State Agreements define size, spacing, lighting
- States, cities, counties, municipalities can be more restrictive

Other Countries

- Enforcement delegated to states, prefectures, or major cities
- Ordinances control size, spacing, lighting, shape, color, materials, design, and safety
- Jurisdictions designate areas where advertising is prohibited
- Advertising Utilization Areas (AUA) to develop or maintain a vibrant cityscape (Japan)

On-Premise vs. Off-Premise Signs

United States

- On-premise signs exempt from location and other restrictions
- Off-premise restricted to commercial/industrial areas with size, spacing, and lighting requirements

Other Countries

- On-premise signs: Common to limit messages to logo identification (e.g., no e-mail address, product information, or phone numbers - Sweden)
- Off-premise and on-premise signs: Common to have location and other permit restrictions
- Off-premise signs: Common to control format and content to address safety concerns (e.g., font size, # of lines, no e-mail address or phone number)

On-Premise Permit Denied due to Complex Intersection-Melbourne



On-Premise Permit Denied due to Complex Intersection-Melbourne



Stakeholder Relationships

United States

- Federal level provides guidance and oversight to states
- More formal process to enact change - Rulemaking

Other Countries

- Consultation or concurrence relationship between state and local regulatory agencies during permitting process
- Recognized value of early and on-going communications between regulators and industry with understanding that certain topics were “non-negotiable” (Australia)

Environmental and Design Impacts

United States

- HBA goal: “To preserve natural beauty”

Other Countries

- Land use, planning, conservation - critical role
- Greater consideration of visual effects on scenery and surrounding landscapes (Europe)
- Heavy reliance on road environment and design guidelines for permit review and approval

Billboards in ROW-Revenue Generation

United States

No billboards allowed within right-of-way

Other Countries

- Limited or no outdoor advertising within the right-of-way (All countries)
- Partnered with industry to erect signs, later cut them out to lower customer costs and increase revenue- goes into general fund (New South Wales, Australia)
- Pilot project- 8 LED full color; 10% public agency service/safety messages; 4 second interval (Sweden)

Digital in ROW- Stockholm Pilot



Stockholm - Digital sign in ROW

Revenue Generation (cont.)

Other Countries

- 580 bus shelters installed or upgraded and maintained by highest bidder for a 15 year contract.
- Highest bidder was \$4.2 million USD, which exceeded the \$52,000 USD/year expected
- Major advertiser installed 250 new design Tourist Information panels in return for erecting 75 advertising panels in new locations

Transport Scotland- Glasgow

Glasgow Tourist Information



Glasgow Bus Stop Project



Safety

United States

Emphasis on public safety within ROW (MUTCD)

Other Countries

- Acknowledge advertising signs are designed to attract attention to them; agree insufficient information to correlate distraction and crashes
- Permitted signs adjacent to ROW may be removed if safety becomes a concern later
- Develop checklists and “objective criteria” to evaluate permit applications

Evaluation Criteria

- Safety
- Site and surrounding buildings
- Illumination
- Devices and logos associated with OA signs
- Character of the area
- Views and vistas
- Streetscape and landscape

Potential Research or Cost-Benefit Analyses

- Control fewer miles- NHS routes only?
- Longer permit terms but renewal not automatic; new laws apply when renew?
- Safety Evaluations
- Permitting processes to incorporate citizen and community involvement
- Encourage use of “green initiatives”
- Revenue Issues (Expenditure and Generation)

Research Projects And Proposals

Projects

STEP- Develop permit fee schedule for State DOTs to cover OAC program regulation and enforcement costs

NCHRP 20-07(313)- Safety Checklists and Design Guidelines for Evaluation of Outdoor Advertising Signs and Permit locations by Departments of Transportation- \$50,000

Proposed

NCHRP 20-07 - Increasing Citizen and Community and Involvement in the Permitting Process